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PAPER MERCHANT SALES REPORT APRIL, 1989

(by NPTA Region)	Sales per Selling Day April, 1989 Compared to April, 1988	Sales per Selling Day April, 1989 Compared to March, 1989	Sales per Selling Day 1989 YTD Compared to 1988 YTD	Days Outstanding (Accounts & Notes) At close of April 1988	1989	Calendar Day Cost of ending March Inventory 1988	1989
INDUSTRIAL							
1	+11.5	+ 4.2	+10.0	35	36	75	64
2	+13.5	+ 2.2	+ 6.9	39	35	59	54
3	+13.8	- 0.9	+ 8.0	38	37	64	57
4	+16.1	+ 9.7	+15.7	34	38	55	67
5	+19.1	+ 8.9	+13.6	34	34	60	69
6	+13.7	+15.7	+11.2	46	42	72	74
7	+11.7	+ 4.0	+ 9.1	35	33	63	60
8	+14.9	+ 0.4	+16.4	35	36	59	60
9	+13.3	+11.6	+10.2	38	40	69	80
NY	+17.9	+ 4.2	+11.9	45	47	53	**
CHICAGO	- 5.8	- 5.8	+ 5.0	39	39	46	55
LA	+ 1.5	+ 3.0	+ 2.7	46	42	79	80
US	**+13.6**	**+ 3.9**	**+10.9**	**38**	**37**	**62**	**61**
PRINTING							
1	+11.2	- 2.3	+ 9.1	42	43	47	59
2	+10.9	- 2.7	+11.8	37	40	53	62
3	+19.7	+ 1.5	+12.4	41	38	69	78
4	+15.4	- 3.1	+17.3	42	40	60	66
5	+11.4	- 5.1	+17.1	41	37	70	69
6	+23.4	+ 9.2	+16.3	43	39	71	74
7	+22.4	- 5.3	+20.3	38	34	73	72
8	+17.5	- 7.1	+18.6	38	34	66	66
9	+ 8.1	- 3.6	+19.3	40	36	70	65
NY	- 7.6	0.0	+ 3.3	40	42	72	70
CHICAGO	+14.9	- 0.4	+10.1	40	36	66	67
LA	+25.0	+ 1.1	+14.5	39	38	83	88
US	**+12.6**	**- 1.6**	**+12.9**	**40**	**38**	**67**	**71**

COMMENTS ON APRIL'S SALES CHANGES. *INDUSTRIAL* sales changes are at their highest of the year. On a year-to-date basis, only LA Metro is well below other regions, and only Regions 4 and 8 are well above the US averages. *PRINTING* sales changes over the previous year are generally the same range as in the earlier months in 1989. On a year-to-date basis NY Metro is the only region with increases way below the overall US average, while Regions 4 through 9 are all several points above the overall average.

DAYS OUTSTANDING continue lower than last year. March's ending **INVENTORY DAYS** are slightly lower for Industrial goods t last year. Printing goods continue above the previous year for the fourth month.

** indicates NPTA was unable to calculate valid numbers for a given measure. This most commonly occurs when not enough merchant the data needed to calculate the measure. This was the case for April (March Inventory days) for New York Metro industrial g

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NPTA REGIONS

1: CT, ME, MA, NH, RI, & VT
2: DE, DC, MD, NJ, NY, & PA (Except NY Metro)
3: AL, FL, GA, NC, SC, TN & VA (Exc. Memphis)
4: KY, OH, MI, & WV
5: CO, IA, KS, MN, MT, NE, ND, SD, & WY
6: AZ, CA, HI, NM, NV, & UT (Except LA Metro)
7: AR, LA, MS, OK, & TX (& W. Tenn)
8: IL, IN, MO, & WI (Exc. Chicago Metr
9: AK, ID, OR, & WA

NY Metro: In NY; New York City, Long Island, & Westchester County - In NJ; Counties of Bergen, Essex, Hudson, Middlesex, Passaic, & Union
Chicago Metro: In IL; Chicago and counties of Cook, DuPage, & Lake - In IN; Lake county
LA Metro: Cities of Los Angeles and San Diego, counties of Los Angeles, San Diego, Orange, & Ventura, plus parts of Riverside & San Bernadi

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